



Preventing accidental injury.

Safe Kids Kansas, Inc. is a nonprofit Coalition of 66 statewide and regional organizations and businesses, five local Coalitions, and 33 local Chapters. The mission of Safe Kids Kansas is to protect Kansas children ages 0-14 from accidental injury. Safe Kids Kansas is a member of Safe Kids Worldwide and is a federally recognized tax-exempt organization. Safe Kids Kansas was named the National Coalition of the Year in 2004 and received the prestigious Dr. Robert Sanders Award for Outstanding Public Policy Achievement in Child Passenger Safety in 2006.

Accidental injury is the number one cause of death among children ages 0-14 in Kansas. Each year one out of four children needs medical attention for an accidental injury. We know our efforts are needed because as many as 90 percent of accidental injuries can be prevented. While there is no simple way, no one device or solution, to effectively prevent all types of accidental childhood injuries, Safe Kids combines several factors to create programs that reduce injuries to our children:

- Educating adults and children
- Creating safe environments, including provision and correct use of safety devices
- Advocating for effective public policy

The accidental injury death rate for Kansas children age 0-14 in the 10 years following the founding of Safe Kids Kansas has decreased 24 percent when compared to the previous 10 years. Keeping children safe is an investment – in their lives and in the future of Kansas. With education, resources and better laws to protect our children, we are making a difference.

The primary programs of Safe Kids Kansas are:

Buckle Up

The Buckle Up program is designed to increase the number of children properly protected by a child safety seat, booster seat or seat belt. Since the program began, 21,476 child safety seats, booster seats, and special needs child seats have been distributed by the Coalition to low-income families. The Coalition operates two Mobile Child Safety Seat Check Up Vans to facilitate child safety seat checks in local communities. In the last six years, 42,246 seats have been checked at 1,633 van and community check up events. In addition to scheduled events, permanent child passenger safety fitting stations are operating in 105 locations around the state. Safe Kids also sponsors, in partnership with State Farm Companies and the Kansas Department of Transportation, the Bucks for Buckles Program that rewards drivers and passengers in over 40 Kansas communities who are “caught” properly restrained. The Buckle Up program has been credited with 21 lives saved in the past seven years, and is the recipient of the Excellence in Accountability Award from Safe Kids Worldwide.

Cycle Smart

The Cycle Smart program is designed to increase the number of children who are protected by helmets when engaging in wheel sports by making free and reduced-price helmets and an educational program available to Kansas children. Since the program’s inception, more than 100,000 helmets have been distributed. Ready to Roll bike rodeo kits are made available for local community events. Safe Kids Kansas also partners with the Kansas State Department of Education to sponsor Body Walk for K-5th grade students, which is presented at 100 schools throughout the state each year, interacting with 25,000 students. During the Body Walk, students learn about the brain and how important a helmet is in protecting the brain from injury. Each participating school receives bike helmets to award as incentive prizes to students. The Cycle Smart program has been credited with 10 lives saved. The program is a recipient of the National Bell Sportsmanship Award in 2000, 2001, 2004, 2005 and 2006 and the Secretary’s Award for Excellence from Health and Human Services.

Get Alarmed®

The Get Alarmed® program is designed to increase the number of Kansas homes with young children that are equipped with working smoke alarms and carbon monoxide detectors. Participating communities distribute and install alarms and replacement batteries in low-income homes. Over 18,000 alarms/detectors have been distributed since implementation of the program. The Coalition also works to develop fire/burn injury prevention programs in targeted areas of the state. The program is a recipient of the First Alert McLean Stevenson National Award for outstanding work in the area of fire safety.

Walk This Way

One of the major events in this pedestrian safety program is Walk to School Day, an annual statewide safe pedestrian event targeting K-third grade children that encourages adults and children to walk to or from school together. Community Action Kits and student incentives are made available to communities and schools wishing to participate in the event. Since the program began, over 107,000 children ages 5-9 have participated.

Get in the Game

The Get in the Game program focuses on the gear kids need to keep safe while participating in sports activities. As part of this program, the Gear Up Games are incorporated into Kansas Kids Fitness and Safety Day, which reaches over 19,000 third grade students at 45 sites across the state each May.

Public Information/ Education

The Safe Kids public information campaign targets specific times of the year with the distribution of over 40 news releases to 300 statewide media outlets and an average of 85 radio and television interviews each year. The Safe Kids Web site, www.kansassafekids.org, received 113,495 hits in 2006. Following the passage of the booster seat law in 2006, a booster Web site, www.kansasboosterseat.org was launched. Safe Kids also operates a bi-lingual interactive 9-1-1 simulator that allows children to actively learn how to properly react during an emergency situation and how to properly call 9-1-1 in their area.

Public Policy/Advocacy

Safe Kids Kansas advocates for public policy changes at the National, State, and Local levels and adopts a formal policy platform and policy priorities on an annual basis. Safe Kids maintains an active presence at the Kansas Statehouse and provides regular legislative updates on safety legislation to 530 safety advocates across the state. Some success stories: in 1998, the Kansas Legislature passed the smoke detector bill and in 2006, passed a booster seat bill. In 2004, the city of Lawrence passed the first bicycle helmet ordinance in the state.

Local Safe Kids Coalitions and Chapters

Kansas currently has five local Safe Kids Coalitions: Safe Kids Douglas County, Safe Kids Johnson County, Safe Kids Metro KC, Safe Kids Shawnee County and Safe Kids Wichita Area. In addition, Safe Kids Kansas has 33 local chapter affiliates located in Allen, Anderson, Atchison, Clay, Coffey, Dickinson, Doniphan, Ellis, Finney, Ford, Franklin, Geary, Jackson, Jefferson, Leavenworth, Marion, Marshall, McPherson, Meade, Mitchell, Montgomery, Nemaha, Osage, Pottawatomie, Republic, Rice, Riley, Saline, Smith, Wabaunsee, Wilson and Woodson Counties, as well as the cities of Chanute, Emporia, Leavenworth, Norton, and Pittsburg. Local Coalitions and Chapters cover 77 percent of Kansas children age 0-14.

Join us and help prevent the number one cause of death for Kansas children

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